



**AUGUST
2025**



LIBRARY | CITY & COUNTY

YOUTH SERVICES:

- A few changes have been made to the Youth Programming Schedule. Storytimes will move to the beginning of the week, adding Monday and taking away Thursday. The line-up will be Bouncing Babies on Monday, Toddler Tales followed by Preschool Express Tuesday & Wednesday, and Saturday Story Stop every Saturday. Bards & Nobles will have two biweekly campaigns to include more kids.
- The comment card below was received in response to this year’s summer reading challenge programming:

Natalie L. MS
NR

Patron Comment Card

Date: 8-3-25

We welcome your comments on the services we provide.

Please leave any additional comments on the back of this card.

We were part of the Summer Reading event, we went to every event, my kids complete! Now they can read in school with no problem! Thank you!

May we contact you for any additional follow-up?

Name: Jen Contact:

Thank you for taking the time to let us know how we are doing.
We use feedback to help develop and improve our services.

- The art filled summer reading challenge inspired staff to start a doodling program beginning in September and a monthly series called Comic Creation.
- Youth Services replaced some worn out furniture with some financial assistance from the Friends of the Library.



REFERENCE:

- A Speed Puzzling Competition was held at the beginning of the month. Twenty-six competitors worked in teams of two on identical puzzles to see who could finish the puzzle first. The competition was stiff, and there were even a few excited spectators (yes, three people stayed to watch people complete puzzles). The champions from the year before prevailed completing their puzzle in exactly 59 minutes 58 seconds. Many attendees expressed that they enjoyed the communal atmosphere of the event and asked when another competition would be held.

Another event is tentatively planned for November at the East Flagstaff Community Library.



- Meet us at the trailhead On August 16th, thirty-four hikers met at the northern end of Fort Valley to learn about and explore Leroux Springs. This area of Fort Valley has a history of visits from early western expeditions and surveys, and was noted by Lorenzo Sitgreaves, Amiel

Whipple, and Edward Beale. Antoine Leroux, the springs' namesake, guided the Sitgreaves expedition through northern Arizona. On the hike participants visited both springs, the cabin built in 1877 to secure water rights to Little Leroux Spring by early Mormon settlers, and the old foundations from the buildings used by the Civilian Conservation Corps in the 1930s. This hike was led by library staff member Sarah Weatherby, and Forest Service Roving Ranger Karen Malis-Clark. Nick Rullman from the library joined the group and acted as the "sweep." Shannon Clark, who took part in the restoration process of Leroux Springs completed in 2013, also joined the group and shared insights about the project.



PR and Marketing

- September is Library Card Sign-up Month. To promote sign-ups the library will be waiving the fee for replacement cards during September and offering a punch card raffle where participants receive a hole punch for getting or having a library card, checking out an item, and reading it (or listening to or playing or otherwise using it).
- Cards with all punches completed will have a chance to win a raffle prize. Additionally, some local businesses will be offering discounts, fun swag, stickers, or other goodies to people who show their library card. Maps of participating businesses will be available at the Downtown and EFCL check-out desks.



County Libraries

Forest Lakes:

- The Forest Lakes Library will now be a drop-off location for the community 'medical closet' for such items as crutches, walkers etc.



- The concrete has been poured for the new volleyball/basketball/pickleball court behind the library.

Grand Canyon Community Library:

- The first Game Night combined with the community center Game Club went well. It wasn't a high attendance program, but some of the new games were played and staff expects to see some of the folks who attended return for the next Game Night. A crafts night also had a relatively low attendance, but some new people came. Staff is working with the National Parks Service public relations staff to get GCCL programs listed in their weekly newsletters.
- Several new community members used library computers to apply for jobs and found work.
- A long-time community member wrote an essay for a scholarship application on one of the library computers. She was awarded a scholarship and is off to grad school for public policy and business administration! She said she was so thankful to have this resource while at the Grand Canyon and "thank god for the library!"
- A lot of folks have been very excited about the new DVDs added recently. A few of them are being checked out again as soon as they come back.
- More local families are stopping into the library regularly to play and check out materials. It's become a weekly ritual for some.

Jail Library:

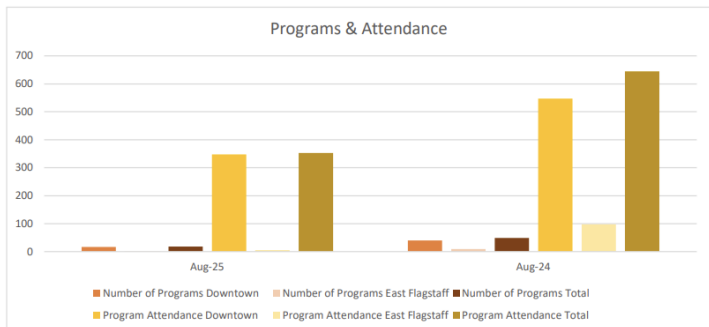
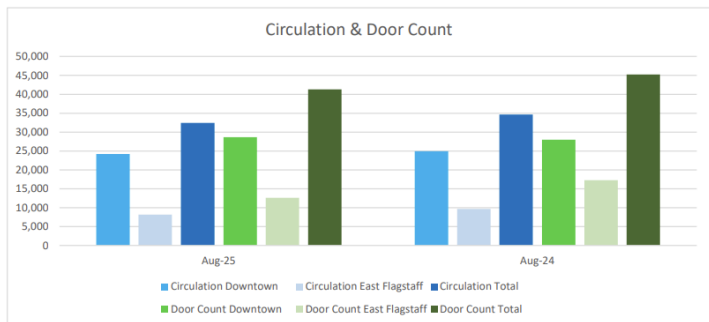
Library staff has been working hard on finding back issues of various periodicals for the jail. Missing copies of *Muy Interesante*, a popular science Spanish-language magazine based in Madrid, have recently

LIBRARY STATS:

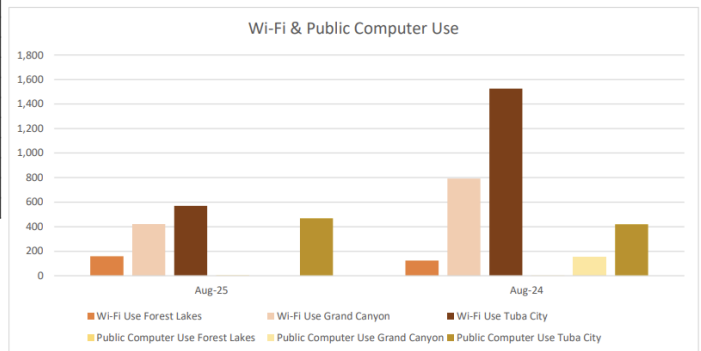
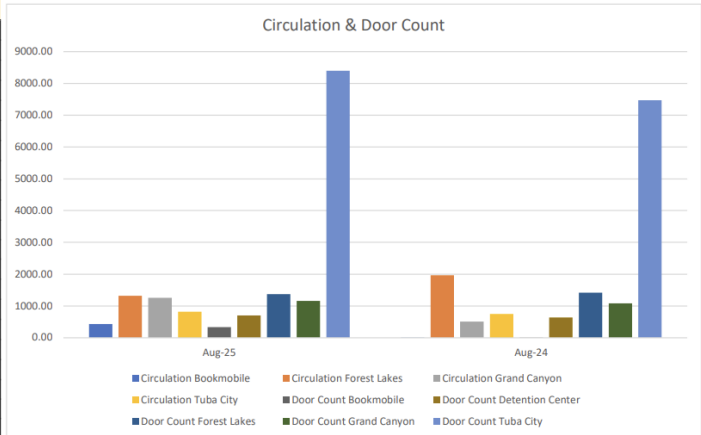
STATISTICS

Countywide		Aug-25	Aug-24	Difference
Overdrive Circulation	All Libraries & Sora	10,823	8,984	20.47%

Downtown & EFCL		Aug-25	Aug-24	Difference
Circulation	Downtown	24,226	24,915	-2.77%
	East Flagstaff	8,170	9,696	-15.74%
	Total	32,396	34,611	-6.40%
Value of Loaned Materials	Downtown	\$432,158	\$438,457	-1.44%
	East Flagstaff	\$143,845	\$176,709	-18.60%
	Total	\$576,003	\$615,166	-6.37%
In-House Use	Downtown	19,666	19,846	-0.91%
	East Flagstaff	6,192	6,419	-3.54%
	Total	25,858	26,265	-1.55%
Door Count	Downtown	28,664	27,960	2.52%
	East Flagstaff	12,614	17,249	-26.87%
	Total	41,278	45,209	-8.70%
Reference Help	Downtown	2,251	4,431	-49.20%
	East Flagstaff	1,776	910	95.16%
	Total	4,027	5,341	-24.60%
Wi-Fi Use	Downtown	5,154	5,002	3.04%
	East Flagstaff	2,791	2,553	9.32%
	Total	7,945	7,555	5.16%
Public Computer Use	Downtown	3,556	3,513	1.22%
	East Flagstaff	2,211	2,193	0.82%
	Total	5,767	5,706	1.07%
Number of Programs	Downtown	17	40	-57.50%
	East Flagstaff	1	9	-88.89%
	Total	18	49	-63.27%
Program Attendance	Downtown	348	547	-36.38%
	East Flagstaff	5	98	-94.90%
	Total	353	645	-45.27%



Branches		Aug-25	Aug-24	Difference
Circulation	Bookmobile	432.00	0	431990.00%
	Forest Lakes	1,320	1,965	-32.82%
	Grand Canyon	1,256	508	147.24%
	Tuba City	822	749	9.75%
In-House Use	Detention Center	1,600	1,373	16.53%
	Forest Lakes	38	26	46.15%
	Grand Canyon	192	160	20.00%
	Tuba City	81	56	44.64%
Door Count	Bookmobile	336	0	335990.00%
	Detention Center	700	638	9.72%
	Forest Lakes	1,370	1,420	-3.52%
	Grand Canyon	1,160	1,081	7.31%
Reference Help	Tuba City	8,401	7,474	12.40%
	Bookmobile	143	0	142990.00%
	Detention Center	94	60	56.67%
	Forest Lakes	788	1,473	-46.50%
Wi-Fi Use	Grand Canyon	489	201	143.28%
	Tuba City	634	594	6.73%
	Forest Lakes	160	123	30.08%
	Grand Canyon	421	792	-46.84%
Public Computer Use	Tuba City	569	1,526	-62.71%
	Forest Lakes	3	0	29900.00%
	Grand Canyon		150	-100.00%
Number of Programs	Tuba City	468	420	11.43%
	Bookmobile	1	0	9900.00%
	Forest Lakes	5	0	49900.00%
Program Attendance	Grand Canyon	12	0	119900.00%
	Tuba City	42	5	740.00%
	Bookmobile	2	0	19900.00%
	Forest Lakes	47	0	469900.00%
	Grand Canyon	75	0	749900.00%
	Tuba City	272	43	532.56%



TOURISM & VISITOR SERVICES

TOURISM METRICS: AUGUST 2025

Following is a snapshot of the metrics for AUGUST 2025:

YOY RevPAR for the Month of August: The total RevPAR drop for August YOY was -5.3%.

Rationale: On a typical year, international represents about 15% of our overall visitor economy for Flagstaff. **International is still down** for the country, state of Arizona and for Flagstaff. This, coupled with the **Dragon Bravo Fire** and **hotter temperatures than normal** put a damper on August Visitation. Staff is working hard to fill in this gap seen in the international markets with our domestic customers – both drive-market and fly-drive from medium haul origins. Additionally, we have made many efforts - paid, earned, and owned - to educate the traveling public that the South Rim is open for business and that Flagstaff is not affected by the fire.

Flagstaff records warmest start to August in history before monsoons possibly return

Thursday 8/14 at 6:15am

With highs still forecasted for the high 80s to low 90s through Thursday, the hottest start might extend to the month's first 14 days.

Following is a snapshot of the metrics for August 2025:

Aug	2024	2025	Diff
OCC	73.7%	72.2%	-2%
ADR	\$126.73	\$122.55	-3.3%
RevPAR	\$93.43	\$88.51	-5.3%

MARKETING:

DIGITAL ADS:

Encouraging people to take a break and 'feed their hunger' while driving along the interstates, we geofenced strategic areas and served ads to people traveling north of Sedona on I-17, and those traveling I-40 between Ash Fork and Winslow. With an A/B tested creative strategy including two mouth-watering images – a gotta-have-it burger and a cheesy smothered slice of pizza goodness – a favorite image resonated and was then optimized for even more engagement. The burger drove the most stops measured by click-thru rate – burger .32 vs .29 pizza.



WEBSITE:

DiscoverFlagstaff.com has been undergoing a shift to adapt content to receive more AI citations. The way AI bots scour and read content is different from the customary search bots. We are optimizing content to ensure visibility and ranking with AI while also remaining relevant for classic search.

Month-over-month AI (Generative Engine Optimization) results:

- Sessions: August 314 vs July 285
- Views: August 665 vs 554

The following report on year-over-year performance:

Strongest US interest was from the drive markets, and following stats represent active users:

- PHX increased 2% to 13,081
- Los Angeles decreased 2.9% to 2,554
- Las Vegas decreased -17% to 1,317

- New York increased 30% to 1,213
- Mesa increased 16% to 929
- Tucson increased 11%

Page views:

Top landing pages were Things to Do, events, dining/nightlife/restaurants, plan your trip, Route 66, Leafometer.

Additional performances:

There were 3,989 partner referrals or outbound links to partner sites, 291 VG requests, 43 newsletter signups.

EARNED MEDIA:

Media assists in August: 9. (August 2024: 9)

Journalists hosted in August: 6 media members on 5 FAMs. (August 2024: 1)

News releases in 2: (August 2024: 0)

Assisted with ADOT news release on Interstate 17

Assisted with AOT news release on wildfire messaging

Total articles generated: 203 (per Meltwater, our media tracking software provider).
(2024: 131, per Cision)

Discover Flagstaff marketing themes supported in coverage: Route 66 was promoted through the story that was syndicated through the Associated Press to approximately 78 nationwide publications. Food and dining were promoted through two partnerships with influencers to highlight events at Atria and Shift Kitchen, and the outdoors was featured in a partnership with an influencer called @SelmaExplores.

HIGHLIGHTS OF MEDIA COVERAGE:

Scottish Sun: Just gorgeous: (Clip not available online but print/online pdfs stored in monthly folder)

DF hosted the journalist in May. Story referenced Embassy Suites, Historic Brewing, proximity to Grand Canyon and snowfall we had in May in contrast to the heat of the desert cities he also visited.

Seattle Times (syndicated through Associated Press to 78 additional publications including Florida, Athens, Ga., Wyoming, Indiana, El Paso, etc.): This road trip comes with a built-in art crawl.

<https://www.seattletimes.com/life/food-drink/the-road-trip-that-comes-with-a-built-in-art-crawl/>

DF hosted the journalist, who is crafting 11 stories about Rte. 66. This story about murals in the eight states along the highway used main art from Flagstaff that we provided.

FOX10: Made in Arizona feature on Chocolita.

<https://www.fox10phoenix.com/video/1690907>

DF coordinated with Flutter Public Relations to schedule this feature on a local business.

FOX10: Ugliest City Hall:

<https://www.fox10phoenix.com/video/1690226>

6.5-minute segment mentioned ghost tours, pleasant weather, Grand Canyon, Apollo missions, forest, Route 66 Centennial, Weatherford, Orpheum, Lowell Observatory.

@azfoodie (300k followers)

https://www.instagram.com/reel/DNEhnCqB_vl/?igsh=MW02OTFtbHZ4aTVocQ==

<https://www.instagram.com/reel/DMqg8VrrSYko/?igsh=ODFodzQ5ODA3YWVt>

Several posts from multiple influencers who visited in July for a special Atria event.

@eatlovetravelplay (12k followers)

https://www.instagram.com/p/DMvuCB-TAK-/?img_index=2

Several posts from multiple influencers who visited in July for a special Atria event.

@foodie_fosho/ (3k followers)

https://www.instagram.com/p/DMxgPJqRu_l/?img_index=1

https://www.instagram.com/p/DMsYOsaxdSf/?img_index=7

https://www.instagram.com/p/DMiGn3KR255/?img_index=1

Several posts from multiple influencers who visited in July for a special Atria event.

@bestofthesouthwest (2.5k followers)

<https://www.instagram.com/p/DMjVlc-PWme/>

Several posts from multiple influencers who visited in July for a special Atria event.

Selma Explores project with Discover Flagstaff

<https://www.instagram.com/stories/highlights/18200924986314231/>

https://www.instagram.com/p/DNs2GzXYh20/?img_index=1

<https://www.instagram.com/p/DNmKVteyHXG/>

https://www.instagram.com/reel/DN8aC4RkT1c/?utm_source=ig_web_copy_link

<https://www.tiktok.com/@selma.explores/photo/7541789301114227982>

<https://www.tiktok.com/@selma.explores/video/7540832968076430647>

<https://www.facebook.com/share/p/1C4wEGGXhZ/>

<https://www.facebook.com/share/p/1CDUfTRS7s/>

<https://www.facebook.com/share/r/1aV4H8gaPQ/>

<https://www.facebook.com/share/r/17ByTew6Z9/>

Influencer Selma Explores produced several posts in a partnership with DF. Her IG account has 53k followers. FB has 35k. TikTok has 7k.

Jenn Baluch, @TastesofAZ, 106k followers

https://www.instagram.com/reel/DN1Puq75K6t/?utm_source=ig_web_copy_link

https://www.instagram.com/p/DNzA9Xm5Ei7/?utm_source=ig_web_copy_link

Christina Barrueta, @WriteonRubee, 29k followers

https://www.instagram.com/p/DNwU4S55OWF/?img_index=1

<https://www.instagram.com/p/DNyxVvYKZLPg/>

<https://www.instagram.com/p/DNzC2-lQoxl/>

https://www.instagram.com/p/DN1oFCVwjGs/?utm_source=ig_web_copy_link

FILM OFFICE:

Film permits issued: 2 (August 2024: 0)

Film assists: 2 (August 2024: 3)

EMAIL CAMPAIGN:

- **Discover Flagstaff**

- Reach 30,152, Open rate 33%
- Top clicks went to Fall Foliage Drives, the Festival Sweepstakes, and Fall Events. The next runner-up was accommodations. The 2024 email was sent at 10:30am while the 2025 email was sent at 10am, to see if this is still the most successful time, it is. Subject headlines were similar in calling out fall happenings in flagstaff but the 2024 headline had more specifics such as mentioning drives and events.

- **Dining drip**

- Reach 490, Open rate 41%
- The subject headline in 2024 was "Eco friendly - Savory and Sustainable" while the subject headline in 2025 was "Watch Funny Flagstaff Food Segments" and the email in 2024 was sent 30 minutes later than the email in 2025. 10:30am is the better-performing time. Content supported a new food short series starring chef John Conley from Salsa Brava, Fat Bagels and Fat Olives and his son Adam.





- **Events drip**

- Reach 1,771, Open rate 47%
- The 2025 subject headline called out "FREE Celestial Event" while the 2024 subject headline was simply

"Upcoming Celestial Event", so attributing the decrease in open rate to the time difference. The 2024 email was sent at 10:30am while the 2025 email was sent at 10am.

- **Outdoor drip**

- Reach 1,877, Open rate 33%
- The 2024 email was sent at 10:30am while the 2025 email was sent at 10am so attributing that to the decrease in open rate as 10:30am continues to be the preferred email time for the Discover Flagstaff audience.

	August 2025 - DRAFT Sent Email • Sent Aug 27, 2025 at 10:00am MST 30,152 sends • 9,438 (33%) opens • 339 (1%) clicks • 1,686 (6%) bounces...
	Dining Drip August 25 Sent Email • Sent Aug 25, 2025 at 10:00am MST 490 sends • 192 (41%) opens • 13 (3%) clicks • 18 (4%) bounces • 1(1...)
	Event Drip Aug 25 Sent Email • Sent Aug 23, 2025 at 10:00am MST 1,771 sends • 823 (47%) opens • 65 (4%) clicks • 33 (2%) bounces • 3(...)
	Outdoor Drip Aug 25 Sent Email • Sent Aug 21, 2025 at 10:00am MST 1,877 sends • 600 (33%) opens • 40 (2%) clicks • 53 (3%) bounces • 1...

- **Flagstaff Local**

- **Reach 1,433**
- **Open rate 45%**
- The subject headline in 2024 was "Downtown in Need, Freaky Tours, and.." while the subject headline in 2025 was "Free Festivals and Reduced Fire Restrictions". Usually "free" gets attention but maybe the locals seeing "downtown in need" while all the construction was taking place piqued their interest. The August 2024 email is the most successful Flagstaff Local email to date. The top clicks in the August 2025 email went to Raid the Kitchen, Festival of Science, and Fire Aware.



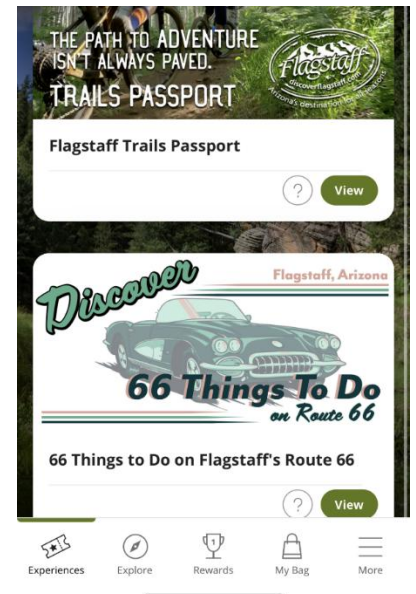
PASSPORTS:

- **Trails Passport**

- Sign-ups 59, Check-ins 24
- The most popular check-ins during August 2025 were the Kachina Trail, Nordic Village, and Hart Prairie. There was a couple visiting from California that checked in to several trails as well as some locals. Other passholders who checked in were from Ohio and we saw a repeat passholder from Michigan who also checked into locations using the Route 66 Passport too.

- **Route 66 Passport**

- Sign-ups 67, Check-ins 99
- The most popular check-in during August was the Flagstaff Visitor Center. There were several locations that had exactly 3 check-ins so seeing a group using the passport and checking in along their itinerary stops was exciting to see. Upon further digging, there were visitors using the passport from Pennsylvania, Michigan, and of course, Phoenix.



SWEEPSTAKES:

- **Flagstaff Festival Sweepstakes**
 - **635 entries**
 - **The Festival Sweepstakes continues to struggle with gaining entries compared to the year prior. Though it is included in several social media posts, videos, and every email sent out to the Discover Flagstaff audience of 30k people, people are just hesitant to enter; it was even the second top clicked link in the August 2025 email, but still entries are low. A disclaimer was added to let people know information collected is used only for the sweepstakes but there has been little impact.**



2025 Flagstaff Festivals Sweepstakes

woobox.com/jrpknw
Sweepstakes

SOCIAL MEDIA:

- Top FB post this month was highlighting the Coconino County Fair, with 7,524 in reach and 414 engagements. Second top post was a post welcoming back our Lumberjacks, with 6,321 in reach and 398 engagements.
- Top post for FL was in support of the City of Flagstaff's volunteer calendar, with 62 in reach and 4 engagements.
- DF's insta was popular this month! We had a video go viral with 47,543 in reach and 4,593 engagements. Second top post was a post highlighting Labor Day weekend events at 4,046 in reach and 283 engagements.

Top Facebook Posts:

FlagstaffArizona
Aug 11, 2025 at 09:00 am

The [Coconino County Fair](#) returns this Labor Day Weekend, celebrating community, creativity, and culture since 1949. 🎉🍷

From livestock shows and horticulture to arts, music, food, and fun for all ages—this family-friendly event is your chance to experience Northern Arizona's agricultural roots and community pride.

📍 Fort Tuthill Fairgrounds
📅 August 29 – September 1, 2025

Come for the exhibits, stay for the entertainment, and celebrate the heart of Coconino County! 💚

Do you like winning prizes? What about free entry and goodies to your favorite Flagstaff Festivals? Enter for a chance-to-win in our festival sweepstakes here 📄 <https://woobox.com/jrpknw>

#DiscoverFlagstaff #StayAndPlayResponsibly #FlagstaffFestivals #CoconinoCountyFair #Agriculture #Fair #Livestock



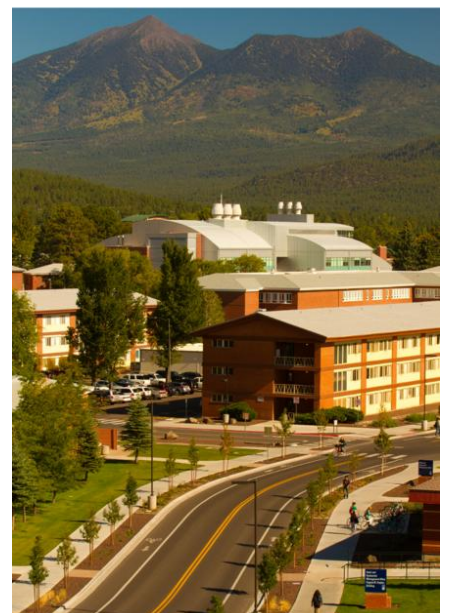
FlagstaffArizona
Aug 22, 2025 at 09:00 am

🎉🍷 Welcome back, Lumberjacks! 🎉🍷

NAU students are moving in, and Flagstaff is ready to celebrate a new school year. Whether you're exploring campus, reconnecting with friends, or discovering Flagstaff's trails, restaurants, and events, there's so much waiting for you.

👉 Be sure to check out our website to plan your next Flagstaff adventure - discoverflagstaff.com.

#DiscoverFlagstaff #StayAndPlayResponsibly #NAU #WelcomeBack #NAULumberjacks #MoveIn #College



Top Instagram Posts:

“Are you sure about that?”: https://www.instagram.com/reel/DNGT-mkx_t/
Lizard Trend: <https://www.instagram.com/reel/DNjgt5gyFpx/>

SALES:

INTERNATIONAL TRAVEL TRADE:

- **BRAND USA GLOBAL INSPIRATIONS PROGRAM RESULTS**
 - This program inspires awareness and consideration in travelers and the travel trade industry around the world through one robust program via the USA’s official travel guide and social media campaign. **Campaign results were received August 5, 2025.**
 - Visit the USA Annual Print Campaign: May 1, 2024 – May 30, 2025
 - This campaign is upper funnel, focusing on inspirational promotion to selected markets and leading to engagement with Flagstaff content. Languages: English, German, French, Portuguese, Spanish, Korean, Japanese
 - 150,000 Print: Distributed in Australia, Benelux, Brazil, Canada, France, Germany, India, Ireland, Italy, Japan, Latin America, New Zealand, Norway, South Korea, Spain, Taiwan, and the UK.
 - Also, there is a digital guide component in all languages that is promoted globally. The digital guide is also used by trade operators as their official visitor guide for the US.
 - Three Month Social Media Campaign: July 17, 2024 – Sept 14, 2024
 - Global impressions served via carousel ad links to content.
 - Global reach targeted distribution in the UK, India and German markets
 - Results Exceeded the 0.02% Click Thru Rate (CTR) of 0.02%!
 - Estimated Impressions 4,000,000 – Actual 13,705,395!
 - Impressions over-Delivery 242.63% WOW!
 - Destination Clicks 5,473!
 - Destination CTR 0.04% - Double the benchmark, amazing!

The screenshot shows a dashboard for the 'Global Inspiration Program 2024 Final Report'. It includes sections for '2024 Guide Overview' and 'Social Campaign Overview'. The 'Social Campaign Overview' section contains a table with the following data:

Target Market	Impressions	Destination Clicks	Destination CTR
Germany	4,000,000	5,473	0.04%
India	13,705,395	242.63%	0.04%
UK	5,473	0.04%	0.04%

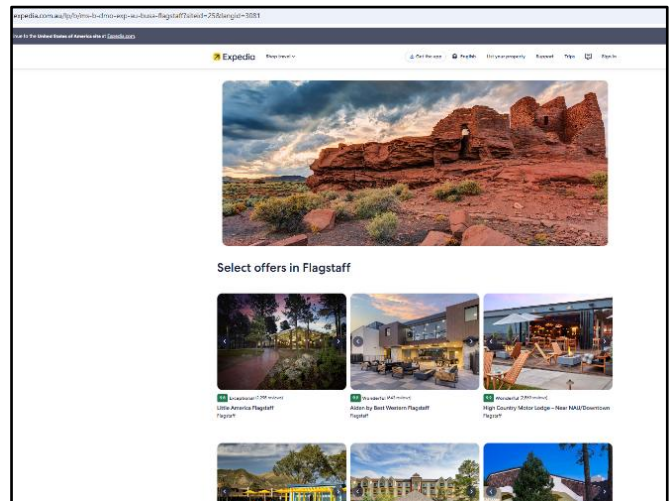
At the bottom, a 'Summary of Results' section displays the following metrics:

Estimated Impressions	4,000,000	Actual Impressions	13,705,395	Impressions over-Delivery	242.63%	Destination Clicks	5,473	Destination CTR	0.04%
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- **BRAND USA 2025 OPTIMIZED AUSTRALIA CAMPAIGN RESULTS**

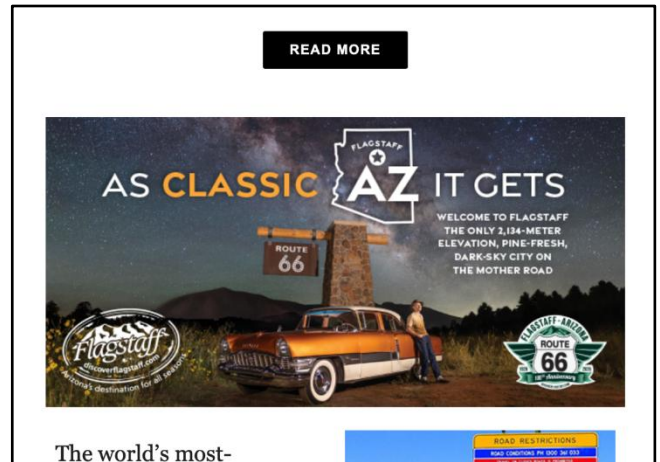
- This campaign reached a unique, highly qualified Australian audience curated by Brand USA.
- Campaign results received August 5, 2025
- Discover Flagstaff participated in the Australia Spring 2025 campaign:
 - 47-Day Campaign Dates: March 17, 2025 – May 20, 2025
 - Interactive Travel Guide (ITG) Generated **2,770,941** Impressions – 38% over the estimated 2,000,000 impressions. Clicks of 295 with Click thru rate or CTR of .07% - Industry Benchmark is 0.2%! Very Strong!
 - Native Ad Generated **6,719,599** Impressions – 34% over the estimated 5,000,000 impressions. Clicks of 3,552 with CTR of .05% - Industry Benchmark is 0.2%! Awesome!
 - Discover Flagstaff Culture & History Digital Ad produced 1,142 Clicks
 - Expedia attributed \$4,088 Bookings with 36 Expedia Room Nights... more booking reports pending with the Adara report coming end of Sept. 2025
 - 501 Visitors engaged with the 495 unique views – Very positive result!



- **WANDERLUST - UK'S LEADING TRAVEL MAGAZINE AND MULTIMEDIA TRAVEL BRAND**

- Their focus is on taking the road less travelled, spotlighting hidden gems and lesser-visited destinations. Wanderlust empowers their audience of affluent, culturally curious travellers to discover off-the-beaten-track destinations around the world and have built a loyal audience of over 250,000 subscribers across the UK and the US, with 13 million online readers every year (with half of these in the US).

- Full-Page ad scheduled for September: Wanderlust North America Special Issue
- E-Newsletter ad published August 8, 2025, resulting in 45,856 opens and 105 banner clicks.



- **ATTENDED – HOTEL PROPERTY RIBBON CUTTING EVENTS**

- August 20th – TRU by Hilton and Home2 Suites by Hilton celebrated their grand opening!
- August 21st – Hotel Elev8 Wyndham celebrated the hotel’s rebranding and transformation of new ownership!



VISITOR SERVICES:

August	2024	2025	YoY Change
Walk-ins	12,065	11,538	-4%
Retail Sales	\$37,575	\$42,081	12%

Model Train

- The Model Train ran 229 times during the month of August.

Brewery Trail

- Visitor Center gave out 112-pint glasses for Flagstaff Brewery Trail redemptions!

Reviews

- **Visitor Center received many positive reviews on our Google and Yelp listings below are a couple examples.**



Didi Allen
Local Guide • 155 reviews • 312 photos

★★★★★ 2 weeks ago NEW

Sat and enjoyed watching the trains go by. They were so close it was an awesome sight.



Analisa Harvey
Local Guide • 518 reviews • 1263 photos



★★★★★ 4 weeks ago

One of the best visitor centers I've ever been to. So many historical souvenirs and trinkets. Plenty of informational brochures and packets for tourists like myself. The train station is in the same building. Public restrooms are available. Parking is available. Your guides are available to lead you through downtown as well. The staff is nice and courteous. Best part is the train that goes around the top part of the store. 25 cents to press the button.



Visitor Center Express-August 2025

August	2024	2025	YoY Change
Walk-ins	N/A	556	N/A
Retail Sales	N/A	\$1,563	N/A

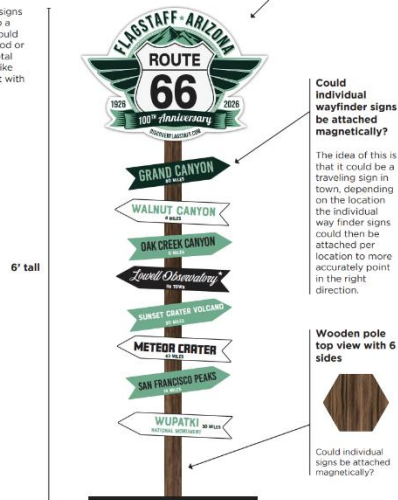
CREATIVE SERVICES:

ADVERTISING:

- **ROUTE 66 PASSPORT BADGE**
AD: Designed a Route 66 passport ad for the Flagstaff Business News
- **AIRPORT WRAP FOR SKYDOME:** Finalized the "Fly easy, fly FLG" stairway wall wrap
- **SKYDOME ELEVATOR BANNER:** Designed a 10'x27' "Yep, That's Flagstaff" elevator banner
- **WALK THIS TALK BROCHURE:** Updated the content and added the Route 66 centennial logo to the Walk this Talk tour brochure
- **ANNUAL PARTNER LUNCHEON:**
 - Created the invite for the annual partner luncheon.
 - The FY25 Annual Report for Discover Flagstaff (and Economic Vitality) is in the design phase and will be printed in late October.
- **ROUTE 66:** Finished design for the Route 66 Centennial wayfinder sign.
- **AMERICA 250:** Started production on a Flagstaff specific America 250 Logo.
- **DRIVE MARKET/NATIONAL CAMPAIGNS:** Produced digital ads for September **Datafy** and **Phoenix New Times** inclusive newsletter, continued run

ROUTE 66 CENTENNIAL TRAVELING WAYFINDER SIGN

Aluminum signs attached to a wooden (could be faux wood or painted metal that looks like wood) post with a base.



upcoming

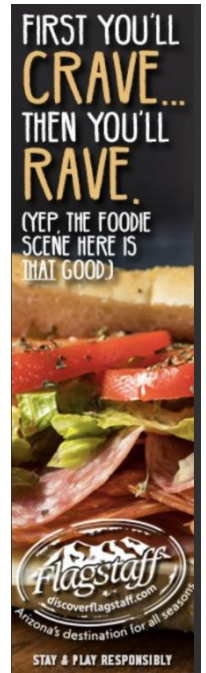
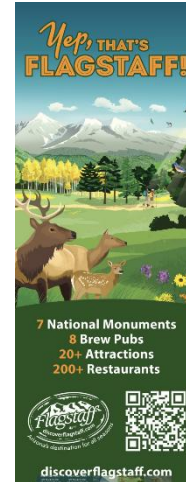
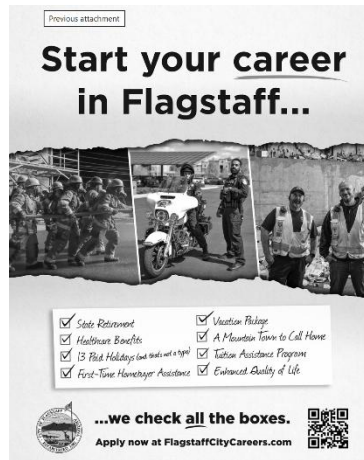
on **2News.com** (Be Fire Aware), **AZCentral.com**; news tickers for **12News Broadcast**; print ads for *Phoenix Magazine*, *Phoenix New Times*, *AZ Drive Guide*, *Visit Greater Phoenix Travel Guide*, *National Park Guide-Grand Canyon Edition*; Rotating digital billboards in Phoenix included September festivals.

VIDEO:

- Coordinated a video production for a Scottsdale market promotion.
- Continued coordinating with production company to finalize the Rt. 66 Centennial promo video.

CITY JOBS:

- **CITY CAREER AD:** Updated the Flagstaff City Careers ad for the NAU Career Resource Guide
- **AIRPORT PARKING LOTS SIGNS:** Designed new sandwich board signs for the Economy and Terminal Lots at the Flagstaff airport
- **911 DISPATCH POSTER:** Created a Mission/Values flyer and poster for Flagstaff Police



WEBSITE:

- **FALL:** Switched the summer website content over to [fall content](#) and updated outdated information and listings



AIRPORT

ANNUAL FAA PART 139 CERTIFICATION INSPECTION:

The FAA conducted its annual Part 139 Certification inspection this month to ensure FLG remains in compliance with federal regulations. The inspection included a review of operational records, timed response assessments, and both daytime and nighttime airfield (movement area) inspections. Staff met with the inspector for a debrief, which went well, and are now awaiting the official determination letter from the FAA.

AIRCRAFT RESCUE FIREFIGHTING (ARFF):

- ARFF crews conducted fire extinguisher training with Wiseman Aviation staff, who are required to complete hands-on training within 60 days of hire.



- Greyson Halik, ARFF's newest team member, was named Recruit of the Week at the Greater Flagstaff Regional Recruit Academy. Each week, instructors and fellow recruits vote on the individual who demonstrates excellence in technical skills, teamwork, work ethic, and determination. This recognition is a significant achievement, and we are proud of Greyson!

MARKETING + ADVERTISING:

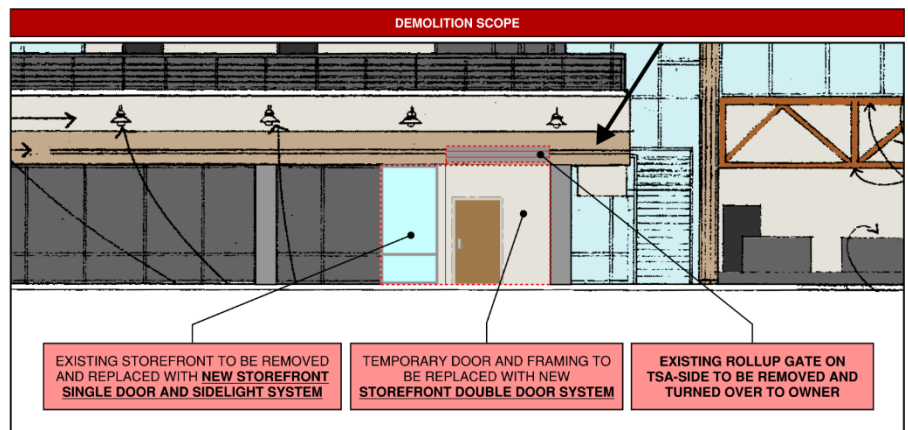
An additional Mountain Line bus ad was purchased, bringing the total to five running throughout town. A new static ad will also be installed on a wall at the NAU SkyDome. Staff continues to focus on promoting the airport locally, as 78% of area passengers currently leak to Phoenix Sky Harbor.

Encouraging more travelers to fly local is key, as filling existing seats is the most effective way to secure new air service.

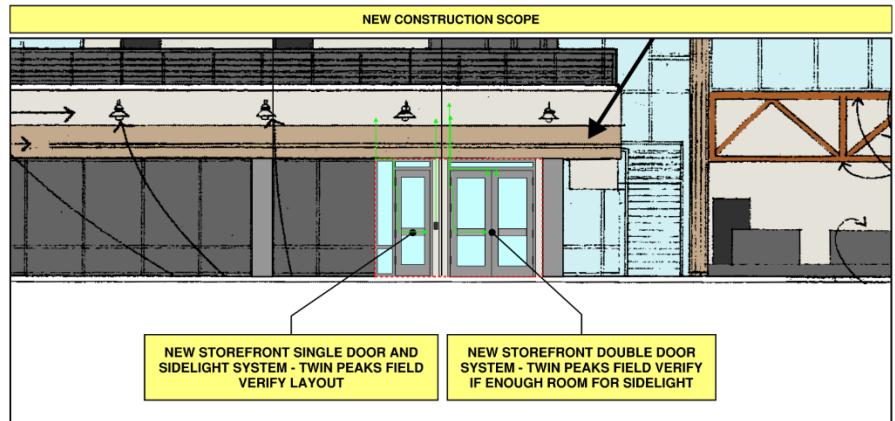


TSA SCREENING STOREFRONT:

- On December 24, 2024, the security coil door malfunctioned and could not be closed. This door is a critical component in securing the hold room. Working with the Airport's Job Order Contractor (JOC), staff installed a temporary wall with a man door to maintain security.

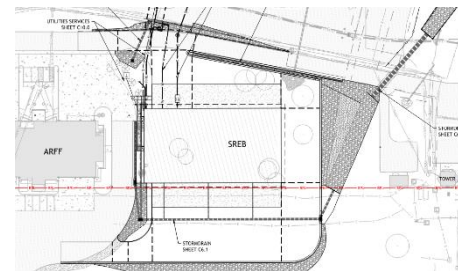
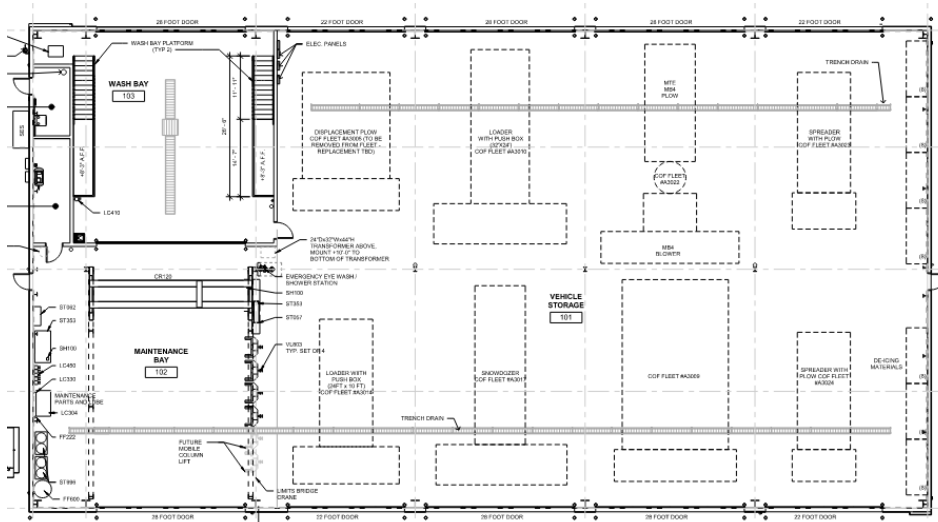


- Following the temporary fix, staff collaborated with the City's Facilities team and TSA to develop a long-term solution.
- The proposed design includes installing one set of double doors and a single man door storefront.
- Staff met with the Budget Team to secure funding, which was approved, and partnered with the JOC to move forward with design and installation. Construction is expected to begin in early November.



SNOW REMOVAL EQUIPMENT BUILDING:

Staff continues to coordinate with the design and construction teams on the redesign and project cost estimates. The design team has submitted the concept and site plan for City staff review and comment through the IDS process and has also completed the 60% design package, allowing the construction team to begin pricing the project. The construction team is scheduled to deliver the Guaranteed Maximum Price (GMP) to the City by October 17. A draft GMP will then be submitted to the FAA in late October. The FAA will use this information to guide City staff on the final discretionary grant request amount.



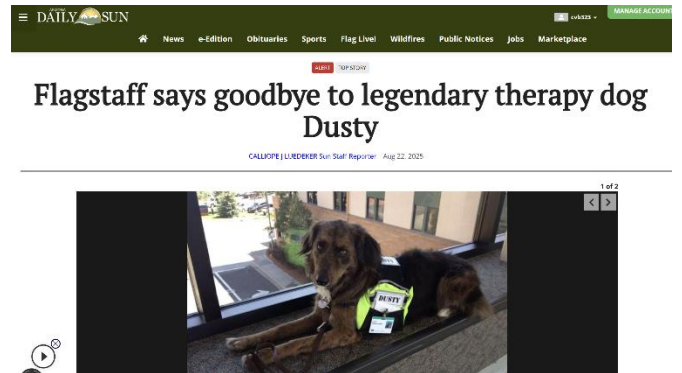
AIRPORT VISITORS:

F-35s have been soaring over FLG this month. At 7,014 feet, FLG is the 6th highest commercial airport in the U.S., and our elevation combined with proximity to Luke Air Force Base makes FLG a prime training location for U.S. and international F-35 pilots. Later in the month, we welcomed three C-130s, two U.S. Marine Corps KC-130s and one U.S. Air Force C-130.



PASSENGER SUPPORT:

Dusty, support dog, was brought to the Flagstaff Pulliam Airport often to help ease the passengers who stress over flying. Dusty passed away in August and we will miss him dearly.

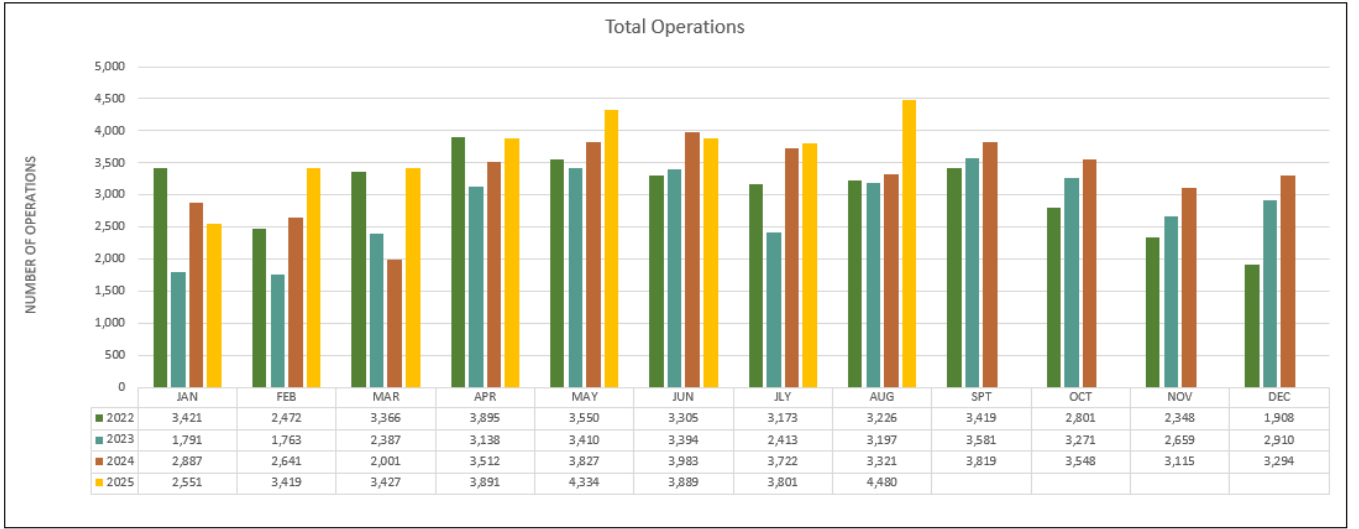


AIRPORT ENPLANEMENTS, OPERATIONS, AND FUEL FLOW:

Enplanements are defined as revenue passengers boarding flights. August’s enplanements were down 2% compared to August 2024.



Each aircraft takeoff or landing is counted as an operation. August's operations were 35% higher than August 2024.



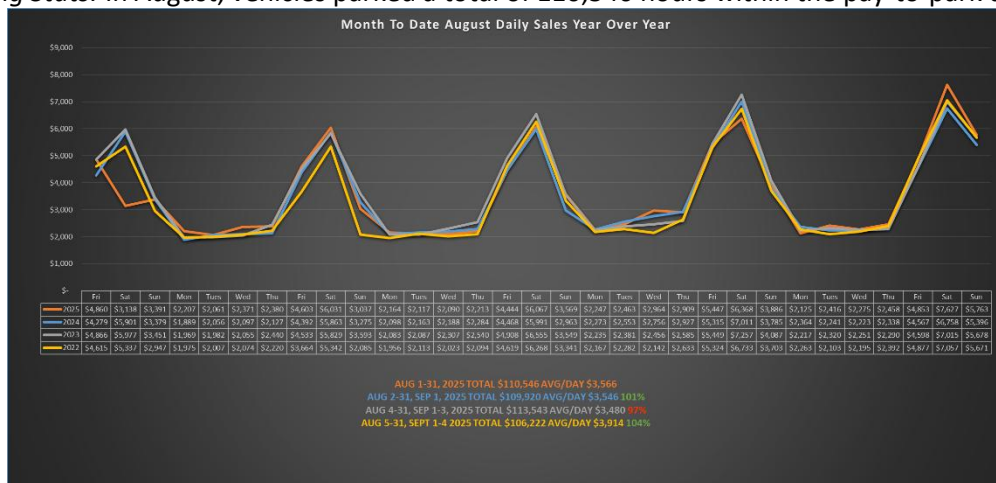
PARKFLAG:

PARKFLAG OPERATION UPDATES:

- Parking Rate Study Update:** ParkFlag, in partnership with City of Flagstaff Legal and Finance, completed the Parking Rate Study, which was publicly posted the first week of July. Since then, the team has continued meeting regularly and is currently drafting the ordinance language. A new permit and parking fee schedule has been created, and two public information discussion meetings were held September 10, 2025. The first ordinance reading has been rescheduled to October 7th, 2025.
- Flowbird App Update:** Staff continues to work with Flowbird to resolve ongoing issues affecting approximately 2% of app users.
- Operations & Maintenance:** The ParkFlag team stayed busy in July, tackling key maintenance and improvements:
 - Serviced multiple kiosks by removing graffiti, replacing batteries, a card reader, and paper rolls.
 - Repaired and replaced parking signs in various locations.
- Staffing Update:** We welcomed a new team member this month, Rachel Dominguez, who joined ParkFlag from the Flagstaff Police Department. She has already been an asset in enforcing two-hour parking time limits.

FINANCIAL PERFORMANCE AND PARKING STATS:

- Revenue Overview:** ParkFlag generated \$110,543 in pay-to-park revenue in August, reflecting a 3.5% increase compared to August 2024.
- Permit Sales:** Permit sales totaled \$6,813, reflecting an increase in sales monthly permit sales compared to July 2025, and a slight increase compared to August 2024. This is very common to see at the end of the annual permit cycle, as customers re-purchase annual permits for FY25/26.
- Parking Stats:** In August, vehicles parked a total of 110,546 hours within the pay-to-park district.



BEAUTIFICATION, ARTS & SCIENCES:

Completed Project

Beautification in Action (BIA) Grant Sego Lily Trail Flowers



Crystal Estrada completed her BIA grant project consisting of planting native plants at the Sego Lily Trailhead. With consultation from PROSE, she removed invasive weeds and added riprap rock to guide water flow and avoid erosion. Plants include: rabbitbrush, native yucca, Mexican hat, evening primrose, fern bush, and ponderosa pine. She will continue to hand water the plants until they are established.

Beautification/Public Art Capital Projects in Process

- **British Phone Booth:** Pre-bid site meeting conducted with contractors. Issues of electrical source for the light have arisen as previously identified source is on BNSF railroad land plus issues regarding the lead time for the bench and who will cement in the phone booth are all causing delay.
- **Bushmaster Court Project Landscaping:** Change order for Kwanzan Cherry Trees approved. Revised contribution from Urban Trees line item to reflect landscaping installation sent to Finance.
- **Cleo Murdoch Park Sculpture, *Rustle*:** Sculpture orientation determined and agreed upon by Staff, Peak Engineering, and artist using a mockup (pic right). Calculations taken to inform foundation design.
- **Downtown Mile, Milton Rail Underpass:** Cost sharing determination made. BAS will pay for art screens & any lighting and underlying project will pay for concrete form liners.



- **Joe Montalvo Mosaic:** Artist and architect worked out wall materials and underlays that will work for the mosaic. North wall of new Stem building confirmed as location.
- **Multicultural County Park Sculpture Exhibition:** Selection panel met and scored applicants for 2026/2027 exhibition. Recommendations will be presented to BPAC on September 8th meeting for approval. Estimate received and contract drafted for FY26 installation support services.
- **Route 66 Fence Decoration:** New logo design for ADOT fences near Ponderosa and Route 66.
- **Spruce Wash Wedge 3D Art:** Design team assessed site conditions, identified potential art locations, reviewed project schedule and timelines for initial community outreach (survey focus group). Traffic Engineer approved an engineering standards modification request to reduce the curb return radius for the northwest corner of Cedar and West from 30' to 25'. This will give more space on the sidewalk and on the promontory.



- **Switzer Canyon Roundabout 3D Art:** Selection panel met and reviewed 52 applicants. Scoring due on September 9th.
- **Traffic Signal & APS Utility Cabinets:** APS inspected the 6 cabinets and final designs sent to vendor.
- **Water Tank Mural at Buffalo Park:** Undercoat (white) and protective (green) completed.



Programming, Grants, Maintenance + Outreach

- **BPAC:** August meeting held. Action items included approvals for: BIA Grant Mural Applicant; Milton Rail Bridge Underpass Aesthetic Concept; Final Design for the Dunbar School Historic Plaque at Murdoch Community Center; Modification of BIA Grant Guidelines; an additional one-year term for the BPAC Chair, and the appointment of a new Vice-Chair. Discussion items included: New Project Proposal in Heritage Square; New Project Proposal for Sculpture Garden at Joe Montoya Community Center; and a BIA grant update on the Shepherd Crossing Mural.
- **Creative Flagstaff:** ARTx call to artists given City approval
- **Celebrating African Americans in Flagstaff Mural:** Plan formulated with Public Works to replace current dumpster with a newly painted one, featuring an artist-specified paint color.
- **Maintenance:**
 - **Mother Myth Mural Refurbishment:** Mural Mice contract and building lessee agreement finalized with legal. Contact with Lumberyard Brewing established.

- **Rio de Flag Mosaic:** After sustaining damage, the artist was contacted to apply for a Restoration Grant. The artist is unable to apply at this time but will apply in the future. The damaged mosaic does not pose a public safety risk and will be left as is for now.

- **Outreach:**

- **Downtown Connection Center Ribbon Cutting, August 6th:** The artist team participated in the building tours by discussing *Lion Eyes (Through the Forest)* and *The Southside Grove*.

- **Downtown Tempe Authority:** Staff provided list of 2025 artwrap applicants for organization's Call to Artists.

- **E-Subscribers** added highlighting the fall Street Art/Route 66 and other regional

- **Freaky Foot Mural** preview of a new provided tour guide information to

- **Fall BIA Grantee & contract** executed, So far about 55 September 11th event.

- **Multicultural County Park Sculpture Exhibition:** Print inclusion and online feature in the Aug./Sept. issue of *Phoenix Home & Garden*. Story also posted to magazine's social media platforms. [Flagstaff Honors Artists of Color with Powerful Outdoor Sculpture Exhibition](#)

- **Scottsdale Public Art Plinth Project:** Staff served on the selection panel to review RFQs for two temporary 3D sculptural installations.

- **Spruce Wash Wedge:** Connect Flagstaff community survey published, press release sent to media, social media posted, and stand-alone eblast sent. 37 surveys completed. designed.

- **Temporary Street Art (previously called "Chalk Art") for Route 66 Centennial Celebration:** Informal request for artist proposals opened.
- **Turrell Skyspace:** Site visit to a skyspace with a retractable roof conducted in Green Mountain Falls, CO to determine its applicability to Flagstaff.



to BAS listserv and e-blast sent BIA grant cycle, 3D Illusion Centennial Celebration RFIP, public art opportunities.

Tours: Staff attended a Downtown Flagstaff tour and with supplemental enhance content.

Artist Celebration: Event and invitation reminders sent. attendees have RSVP'd for this



Highlighted Arts & Science Grant Recipient Programs in July

Held Saturday, August 2, 9:30-11:30 am

Rocks Rock! A Science Saturday Program

Presented by [Willow Bend Environmental Education Center](#)

703 E. Sawmill Road

Free and open to the public

Participants explored rock samples, pieced together the story of geologic history, + more with hands-on experiences and activities for all ages.



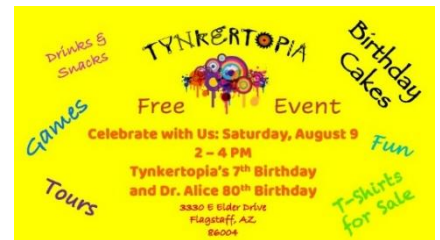
Held Saturday, August 9, 2-4 pm

Tynkertopia's Seventh Birthday

Presented by [Tynkertopia](#), 3330 E. Elder Drive

Free and open to the public

Participants enjoyed an afternoon of fun featuring games, tours, and refreshments.



Held Sunday, August 17, 3-4:40 pm

A Sinatra Reunion, The Beaver Street Theatre

Presented by [Flagstaff Shakespeare Theater](#)

Tickets were \$25-\$100

Celebrating Frank's 110th birthday, Doug Riddle, Jamey Hasapis, Jeanie Carroll, and Lynn Timmons Edward first appeared together in Old Blue Eyes, a 2011 Cabaret fundraiser for the Flagstaff Music Theatre Production of Hello Dolly. Their sold-out show led to several more cabarets, the last being A Tribute to Sinatra at Charly's in 2018. They were back together for one show to reminisce and bring to life songs like "Luck Be a Lady Tonight," "New York, New York," "That's Life" and many more from the era of The Rat Pack.



Held Friday, August 29, 10-11 am

Upcoming sessions: September 12 & 19, 10-11 am

Sound Connections Late Summer Series, Joe C. Montoya Community & Senior Center, Free and open to the public

Presented by [Sound Connections-Greg Hill Fund for Music in Dementia](#)

Sound Connections is a multi-generational music gathering where community members come together to create, connect, and thrive through live music making. These events welcome participants with memory loss. Additional caregivers were/will be available to provide care partner respite during the session. While loved ones are engaged in music-making, care partners were are invited to gather to discuss local community needs and solutions for memory loss in Flagstaff.



ECONOMIC DEVELOPMENT

Moonshot Open House: Moonshot Business Incubator and Accelerator hosted its annual Open House. Local business vendors and an evening reception highlighted the Open House. Workshops for entrepreneurs included business financing options, integrating AI into your business, and effective business accounting. Open House sponsors included Arizona Public Service, Compass CBS Foundation, Western Alliance Bank, and the City of Flagstaff.

Brownfields Conference in Chicago: Staff attended the National Brownfields Conference in Chicago this month, which brought together national leaders, policymakers, and practitioners focused on land revitalization and redevelopment. The sessions provided valuable insights into federal and state funding opportunities, best practices for site cleanup, and strategies for leveraging brownfield projects to drive economic growth. Key takeaways included innovative financing models and community engagement strategies that ensure redevelopment projects create long-term benefits. Overall, the conference offered timely knowledge and connections to help strengthen our local brownfields initiatives. The current grant cycle has had 13 properties nominated for an assessment. The advisory committee will be considering another 7 properties for approval next month.



NACOG Economic Development Council: A highlight of August's NACOG Economic Development Council was a presentation by Neil Large, Program Administrator for the Arizona Office of Outdoor Recreation. In 2023, Arizona's outdoor recreation activities generated \$14 billion in revenue, about 2.75% of the state's economy, and supports 111,000 jobs statewide. This is 20% increase from 2022. The Office of Outdoor Recreation emphasizes conservation and stewardship of natural and cultural resources, which include private public partnerships to improve infrastructure, and education and workforce training and investing in the next generation of outdoor leaders. The Office highlights opportunities to attract, retain and expand businesses in the outdoor sector and address barriers that hinder outdoor business success.

Guardian Air: Staff toured Guardian Air's facility near Pulliam Airport. Guardian operates 10 helicopters and 1 fixed wing aircraft, with 32 pilots and 25 aircraft maintenance workers. Guardian also has their own dispatch center, which operates like a 911 response center. They cover a service area of 81 square miles, with operation centers in Flagstaff, Cottonwood, Winslow, Tuba City, Polacca, Show Low, and Kingman. Since they serve a wide regional area, Guardian is planning for expansion and working with staff to explore future opportunities.

New Hotels: Two new hotels opened in Flagstaff. Hilton opened a dual-branded hotel of Tru by Hilton and Home2 Suites, with 204 rooms, located at 3451 S Lake Mary Road. and Elev8, a division of Wyndham, opened a new location with 100 rooms at 2285 E Butler Avenue. The new hotel additions expand Flagstaff’s inventory of lodging options and makes the community more competitive for conferences and major events.



Camp Verde visit to FrameTec: Staff participated in a visitation to FrameTec, the innovative prefabrication company in Camp Verde. Utilizing AI, FrameTec innovated a solution for construction siding and roofing trusses that creates precise building products 4 times faster than traditional fabrication and greatly reduces waste products, while avoiding project delays that have been typical for most building projects. The result is framing and roofing trusses are installed on housing projects in weeks rather than months, the typical timeframe. FrameTec is looking for another 50 workers to round out their hiring needs. No experience is necessary.



STEAM Park Opening in Clarkdale: Staff attended the opening of a STEAM Park in Clarkdale. STEAM stands for Science, Technology, Engineering, Art and Math. Invited to attend, the community park was in development for 7 years. Features of the park include a pollinator garden, a solar table and LED lighting, a rain capture system and permeable pavers, a sculpture and local art wall, a gray water system and low water landscape. A playground, basketball court, chess tables, and shaded event pavilion are central features. Funding for the STEAM Park includes \$2.3 million in grant funds and \$1 million in local donations.



Geofencing for Semiconductor Conference: Economic Development, in collaboration with Discover Flagstaff, is developing a geofencing campaign for the upcoming SemiCon conference of semiconductor producers, distributors and sector supporting businesses. The geofencing campaign promotes Flagstaff and encourages convention attendees to investigate Flagstaff as a destination for their vacation and their business. People attending the SemiCon conference will receive several advertisements on their mobile phones and social media pages promoting the advantages of Flagstaff as a business-friendly location for their enterprise.

Local First AZ: Staff attended the Flagstaff Business Community Activation get together hosted by Local First AZ at the Kickstand Café. Local business owners convened to discuss strategies on supporting each other, action items for future endeavors, success stories and networking for more collaboration. Staff connected with several businesses and addressed concerns for retaining employees, the minimum wage increases, and sustainable business practices.



**Please join us at our annual meeting luncheon on
Wednesday, 11/5 – to RSVP: cnelson@flagstaffaz.gov**

THANK YOU FOR YOUR CONTINUED SUPPORT OF THE ECONOMIC VITALITY DIVISION!